



The University of Texas of the Permian Basin
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NEWS RELEASE

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UTPB MOURNS LOSS OF FRIEND TED RODEN

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Ted Roden, beloved friend and supporter of UT Permian Basin, passed away Monday night.

“This is a huge loss, almost beyond description, of a tremendous philanthropist who gave so much to The University of Texas of the Permian Basin,” President David Watts said.

A scholar, businessman, entrepreneur, community leader, philanthropist, volunteer and legislative liaison, Roden helped establish UTPB in Odessa and secure its status as a four-year university. He was an active member of the UTPB Development Board until the time of his death.

“His generosity and belief in education was monumental,” Watts said. “He gave selflessly to this university in scholarships and to our facilities.”

In 2002, the Jan and Ted Roden Center for Entrepreneurship was founded at UTPB to encourage entrepreneurial spirit and initiative in the Permian Basin. He also endowed the Pinkie Roden Chair for Entrepreneurship. Mr. Roden also funded a wide array of other projects at UTPB, including the Jan and Ted Roden Baseball Field and the five miles of walking/jogging trails that the entire community enjoys. Mr. Roden also donated the tremendous bronze sculpture “An Honest Day’s Work,” which is located in front of the Library/Lecture Center. In 1998, he and his brother Bill donated the Roden Western Heritage Art Collection to the university.

He also generously supported the Ector County Scholarship Fund and many other scholarships throughout the years.

“Ted grew up in the Great Depression, so he knew what it was like to do without ‘the extras.’ And, he knew first-hand what a difference an education can make in a life. He believed that all children deserve a quality education, and his gifts ensured that here at UTPB,” Watts said.

Watts said what he will miss the most about Roden is his friendship and his kind spirit.

“Ted was the University’s champion, both locally and in Austin. He has been instrumental in our success, helping the university grow both in terms of the number of students and what we could offer. Ted loved seeing our students succeed.”

Born New Year’s Day in 1920, Roden saw a great number of changes during his lifetime.

As a chemical engineering student, he helped usher in the Atomic Age when he was recruited during his senior year at the University of Texas to help with the Manhattan Project. He assisted in the design of the implosion method of detonation of the nuclear bomb. After the atomic bomb was dropped at Hiroshima, Roden came to Odessa to join his brother, Pinkie Roden, in the family retail beverage business. In 1952, he had the opportunity to acquire the Anheuser-Busch distributorship in Odessa, Midland and Big Spring. He resigned from Pinkie’s and founded Standard Sales Co. Inc. Over the next three decades, he extended Standard Sales operations into Lubbock, San Angelo, Colorado Springs, Co., Olive Branch, Miss., and Idaho Springs, Col. In 1984, he sold Standard Sales to his key management employees, and developed a management succession system to ensure that the company would always remain management-owned and operated.

In 1986, he acquired the Pinkie’s Liquor Store chain from his brother, Pinkie Roden. Pinkie’s is the largest single retail package store operating in West Texas. In 1998, he sold the chain to Odessa entrepreneur Austin Keith.

Always a philanthropist, he helped many Odessa organizations, including the Boy Scouts of Odessa, Heritage of Odessa Foundation and Ratliff Ranch Golf Links. In 1995, he was the recipient of the Odessa Chamber of Commerce Outstanding Citizen of the Year award.

He saw the United States become part of the global economy, and through his tireless support of MOTRAN, helped the Permian Basin take its place there.

Married to wife Jan for more than 20 years, they have five children.

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